

## AMENDMENT

Please replace all prior versions and listings of claims with the following listing of claims.

### LISTING OF CLAIMS:

1. ~~(Currently Amended)~~ A method for ~~enabling a user to transact an~~ initiating anonymous on-line ~~transaction~~ transactions, the method comprising:

~~displaying a transaction interface that includes on-line transaction information and an on-line transaction order form;~~

~~concurrently displaying an anonymous user~~ shopper interface concurrently ~~along with the a transaction interface, wherein the transaction interface associated with a merchant and including an order form for an on-line transaction, the anonymous user~~ shopper interface associated with at least one information broker and providing ~~provides the a~~ user with a plurality of ~~anonymous data~~ anonymity options ~~that enable for the user to~~ anonymously initiate ~~an the on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an information broker;~~

communicating selecting, by to the user information broker, a selection of at least one of the anonymity ~~an anonymous data option from the plurality of anonymous data options by the user;~~

~~accessing the information broker associated with the selected anonymous data option and further accessing a first profile comprising user data from the information broker;~~

receiving generating, at from the information broker, anonymous data generated by the information broker, the generated anonymous data based on the selected anonymity option and ~~a second profile linked to the first a profile, wherein the second profile comprises anonymous data associated with the user corresponding to the selected anonymous data option; and~~

populating ~~communicating, without user interaction, the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the~~ received

anonymous data, wherein the user anonymously initiates the on-line transaction with the merchant using the populated order form.

2. (Currently Amended) The method of claim 1, wherein the generated anonymous data ~~further comprises:~~ includes a single use transaction number that is associated with ~~a user~~ the user's credit card account.

3. (Currently Amended) The method of claim 1, wherein the generated anonymous data ~~further comprises:~~ includes an alias name that substitutes for the user's legal name.

4. (Currently Amended) ~~A~~ The method of claim 1, ~~wherein the anonymous data further comprises:~~ for initiating anonymous on-line transactions, the method comprising:

displaying an anonymous shopper interface concurrently with a transaction interface, the transaction interface associated with a merchant and including information relating to an on-line transaction, the anonymous shopper interface associated with at least one information broker and providing a user with a plurality of anonymity options for the user to initiate the on-line transaction anonymously;

communicating, to the information broker, a selection of at least one of the anonymity options by the user; and

receiving, from the information broker, anonymous data generated by the information broker, the generated anonymous data based on the selected anonymity option and linked to a profile associated with the user, the generated anonymous data including at least an anonymous address that is associated with a delivery service, the anonymous address including a code associated with the user's delivery address, wherein the user anonymously initiates the on-line transaction with the merchant using at least the anonymous address.

5. (Currently Amended) The method of claim 1, ~~wherein the step of accessing further comprises:~~ the selected anonymity option communicated and the generated anonymous data

~~received~~ accessing the first profile from the information broker over a secured communication path.

6. (Currently Amended) A system for enabling a user to transact an initiating anonymous on-line ~~transaction~~ transactions, the system comprising:

~~a transaction interface that displays on-line transaction information and an on-line transaction order form;~~

a graphical user interface that concurrently displays an anonymous shopper user interface and a displayed concurrently with the transaction interface, the transaction interface associated with a merchant and including an order form for an on-line transaction, wherein the anonymous shopper user interface provides a user with a plurality of anonymous data options to enable the user to initiate an on-line transaction, wherein each of the plurality of anonymous data options is respectively associated with an at least one information broker and providing a user with a plurality of anonymity options for the user to anonymously initiate the on-line transaction;

a communications module operable to communicate selecting, by to the user information broker, a selection of at least one of the anonymity an anonymous data option from the plurality of anonymous data options by the user;

~~a profile access initiator that accesses the information broker associated with the selected anonymous data option and further accessing a first profile comprising user data from the information broker;~~

a receiving module operable to receive profile-generator, at from the information broker, anonymous data generated by the information broker, the generated anonymous data based on the selected anonymity option and that generates a second profile linked to the first a profile, wherein the second profile comprises anonymous data associated with the user corresponding to the selected anonymous data option; and

a populating module that populates an anonymous data communicator that communicates, without user interaction, the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-

~~line transaction order form to be automatically filled~~ with the received anonymous data, wherein the user anonymously initiates the on-line transaction with the merchant using the populated order form.

7. (Currently Amended) The system of claim 6, wherein the generated anonymous data ~~further comprises:~~ includes a single use transaction number that is associated with ~~a user~~ the user's credit card account.

8. (Currently Amended) The system of claim 6, wherein the generated anonymous data ~~further comprises:~~ includes an alias name that substitutes for the user's legal name.

9. (Currently Amended) ~~A~~ The system of claim 6, wherein the ~~anonymous data further comprises:~~ for initiating anonymous on-line transactions, the system comprising:

a graphical user interface that concurrently displays an anonymous shopper interface and a transaction interface, the transaction interface associated with a merchant and including information relating to an on-line transaction, the anonymous shopper interface associated with at least one information broker and providing a user with a plurality of anonymity options for the user to anonymously initiate the on-line transaction;

a communications module operable to communicate, to the information broker, a selection of at least one of the anonymity options by the user; and

a receiving module operable to receive, from the information broker, anonymous data generated by the information broker, the generated anonymous data based on the selected anonymity option and linked to a profile associated with the user, the generated anonymous data including at least an anonymous address that is associated with a delivery service, the anonymous address including a code associated with the user's delivery address, wherein the user anonymously initiates the on-line transaction with the merchant using at least the anonymous address.

10. (Currently Amended) The system of claim 6, ~~wherein the profile access initiator further comprises: the selected anonymity option communicated and the generated anonymous data received a secure access initiator for accessing the first profile from the information broker~~ over a secured communication path.

11-17. (Cancelled)

18. (Currently Amended) The system of claim [[17]] 6, wherein the anonymous shopping ~~shopper~~ interface ~~is~~ includes an anonymous shopping toolbar.

19. (Currently Amended) The system of claim [[17]] 6, wherein the anonymous shopping ~~shopper~~ interface ~~is~~ includes a window overlaying the transaction interface.

20. (Currently Amended) The [[A]] system of claim 6, the plurality of anonymity options providing the user with options to initiate the on-line transaction using ~~for enabling a user to transact an anonymous on-line transaction, the system comprising:~~

~~a transaction interface that displays on-line transaction information and an on-line transaction order form;~~

~~an anonymous user interface displayed concurrently with the transaction interface, wherein the anonymous user interface provides a user with a plurality of anonymous data options to enable selection of anonymous credit card data, anonymous name data, or anonymous delivery data for completion of an online transaction, wherein each anonymous data option is respectively associated with an information broker;~~

~~selecting, by the user, an anonymous data option from the plurality of anonymous data options;~~

~~a profile access initiator that accesses the information broker associated with a selected anonymous data option and further accessing a first profile comprising user data from the information broker;~~

~~a profile generator, at the information broker, that generates a second profile linked to the first profile, wherein the second profile comprises anonymous data associated with the user corresponding to the selected anonymous data option; and~~

~~an anonymous data communicator that communicates, without user interaction, the anonymous data in the second profile directly from the information broker to the transaction interface to enable at least one field of the on-line transaction order form to be automatically filled with the anonymous data.~~

21. (Currently Amended) A method for initiating ~~of enabling a user to transact an anonymous on-line transaction~~ transactions, the method comprising:

~~displaying a transaction interface that includes on-line transaction information;~~

~~concurrently displaying an anonymous shopping toolbar~~ concurrently with a transaction interface, the transaction interface associated with a merchant and including an order form for an on-line transaction, wherein the anonymous shopping toolbar presents presenting a user with a plurality of anonymity anonymous information options to for the user to anonymously initiate the on-line transaction, the plurality of options including an anonymous credit card information option, an anonymous delivery information option, and an anonymous name information option[[,]]; ~~information option~~[[,]];

communicating, to a first information broker, receiving a first request based on the user selecting ~~selection of the anonymous credit card information option to generate the anonymous credit card information;~~

communicating, to a second information broker, receiving a second request based on the user selecting ~~selection of the anonymous delivery information option to generate the anonymous delivery information;~~

communicating, to a third information broker, receiving a third request based on the user selecting ~~selection of the anonymous name information option to generate the anonymous name information;~~

~~receiving, from the transmitting the first request to a first information broker,~~  
~~anonymous credit card information generated by the first information broker and linked to a~~  
~~first profile associated with the user; and~~

~~receiving, from the transmitting the second request to a second information broker,~~  
~~anonymous delivery information generated by the second information broker and linked to a~~  
~~second profile associated with the user;~~

~~receiving, from the transmitting the third request to a third information broker,~~  
~~anonymous name information generated by the third information broker and linked to a third~~  
~~profile associated with the user;~~

~~populating communicating, without user interaction, a plurality of fields of the order~~  
~~form with the received anonymous credit card information, the received anonymous delivery~~  
~~information, and the received anonymous name information, directly from the first~~  
~~information broker, second information broker, and third information broker respectively, to~~  
~~the transaction interface to enable at least three fields in the on-line transaction order form to~~  
~~be automatically filled with the anonymous information wherein the user anonymously~~  
~~initiates the on-line transaction with the merchant using the populated order form.~~

22. (Currently Amended) The method of claim 21, wherein the first information broker is a credit card company and ~~wherein the~~ received anonymous credit card information method ~~further comprises:~~ includes generating a single use credit card number linked to an account associated with ~~for the user to submit to an on-line merchant to complete the on-line transaction.~~

23. (Currently Amended) The method of claim 21, wherein the second information broker is a delivery service company and ~~wherein the~~ received anonymous delivery information method further comprises: includes generating an anonymous address associated with the delivery service company, with the user;

~~inserting the anonymous address into an address field at the transaction interface; and~~

~~upon receipt of a shipment for the user at the anonymous address~~[[,]] having a routing code identifying the shipment to the user's real delivery address.